



Uva Wellassa University

Faculty of Management

Bachelor of Business Management in Hospitality, Tourism

and Events Management

YEAR I SEMESTER I EXAMINATION – FEBRUARY/MARCH 2011

HTE 171-3 Fundamentals of Hospitality, Tourism and Events Management



Instructions

- No. of pages : Five (05)
- No. of questions : Six (06) in Part B
Five (05) in Part C
- Time : Two(02) hours and thirty (30) minutes
- Total marks allocated : Eighty (80)

It is compulsory to answer all questions in Part B and three (03) questions in Part C including question number one (01)

Index No:

PART – C

Answer three questions including question number one.
Total marks for part C is 50

01. Give short answers to following questions. (2 marks each)
- i. Define the term “hospitality”.
 - ii. List four activities of International Air Transport Association (IATA).
 - iii. Define the term **tourist**.
 - iv. What is international tourism?
 - v. List characteristics of hospitality service?
 - vi. What is internal tourism?
 - vii. List four events important to tourism industry in Sri Lanka
 - viii. List four characteristics of service.
 - ix. List four qualities a guest expects from a hospitality employee.
 - x. What are the main categories of events?

(Total marks 20)

02. (15 marks)
- i. Discuss the different criteria for hotel classification.
 - ii. Discuss the types of tourism offered by Sri Lanka.
 - iii. Explain the 05 departments of a typical event management organization

03. The hospitality, tourism and events management environment is dynamic. Specially, the changes in destinations, customer types, length of stay, variety of activities, political factors, security and safety issues and technological changes are being changed rapidly.
- Discuss the global outlook of hospitality, tourism and Events environment in terms of above factors.

(15 marks)



04. (15 marks)
- i. What are the benefits of tourism industry for a country?
 - ii. Discuss the factors affecting for a place to become attractive tourist destination.
 - iii. Explain the **tourism system** using appropriate graph/s.

05. Write short notes on three of the following topics. (15 marks)

- i. Sri Lanka Tourism Development Authority.
- ii. Social impacts of tourism industry.
- iii. World Tourism Organization.
- iv. Hospitality, tourism and events environment in Sri Lanka.

